

In Spring and Easter Readiness The "Popular"

A Thought of Easter and of Spring

Sunday March 21st, Marks the First Day of Spring. Two Weeks—Then Easter

Out of the years—the centuries—there has grown the joyous sentiment of Easter. It comes at the time of the resurrection of Nature; at a time when the rays of the genial spring sun are bringing forth new life from Mother Earth. There is just time in which to prepare for the advent of Easter, the charming Goddess of Springtime. What would the world do if it were not for sentiment? Why would the human race strive and struggle to live if all sentiment were dead? We see men spading up the sleeping earth. We see women wearing sunbonnets and digging in the yards and gardens. They are happy. Because all human beings in this world must once in a while get their feet next to the earth, so their souls may touch in glorious union with that of the Infinite Creator of all. So down the years our memories stroll to other Easters, and a glow of reminiscent happiness illuminates our busy lives. And from the great outdoors, there are great storehouses of joy that are let loose when the change in the personal adornment, the personal attire, from winter to that of spring, and summer comes. This store has taken on its springtime garb—it breathes new life—that of Spring and Easter. It is ready to serve as best it knows, with Spring and Easter needfuls. May it be your helpful springtime store.



Spring and Easter Fashion Notes

Soon the boulevards will be gay with parasols—and such parasols!

The parasols of 1915 vie with the rainbow in brilliant, delicate, delicious coloring—gorgeous colors, yet so cleverly blended that they will not offend the most fastidious. The always fascinating Japanese parasol has been adapted in several quaint variations—and the effect is wonderfully good. India, Egypt and Russia have all contributed curious motifs that have been worked into the most alluring of sun-shades. Callot, Cherut, Papuin, Worth, Premet, Beer, Doucet have shown their collection of models. The majority show the tight-fitting Louis Philippe bodice, and the nipped-in waist line defined with particularly interesting belts that are never of the regulation straight around the waist type.

Sometimes bands of ribbon, often velvet, are wound around the figure, starting from a point on the corsage and encircling the waist. Again these ribbons start at the waist and reach some point on the skirt.

But they all definitely mark a waist line. Even though Worth may veil a tight-fitting bodice with a sack-like overblouse of chiffon, it reveals clearly the definite line of the waist.

Long coats are still in favor for the three-piece silk costumes, many times draped in clever fashion. The sleeves are elbow and three-quarter lengths.

The spring opens with small hats—delightful, clinging little toques tipped forward daintily. Black and white is much worn by the smartest dressers.

A World of Beauty In Afternoon Dresses

You will marvel at their style and beauty—at their daintiness.

Fashion's latest and prettiest ideas are embodied in this collection. In particular you should see here a tan afternoon dress with large dots of brown, of pussy willow taffeta; Bolero jacket and five ruffle flouncing and edged at bottom with loops corresponding in shade with dots. Another of fancy Gros de Londres taffeta, combined with Georgette crepe and beautifully trimmed with Rocky mountain blue. Still another—a Paquin model, of heavy brocaded taffeta; very long new waist effect—\$39.50, \$54.50, \$69.50 and up.

Evening Dresses and Dancing Frocks

Distinctive in style and beautiful in material and finish. Delightful evening dresses of chiffon, built over Duchess satin. Many are in the pastel shades, or in the new greys and blues of the Spring season. A wonderful showing of fascinating creations in quaint styles of 1830. Dancing frocks in pink and blue taffeta, net and chiffon combinations—The chiffon underneath the net is accordion pleated which makes them unusually desirable for dancing—\$25.00, \$39.50, \$59.50 and up to \$195.00.

New Net Dresses

A special display for next week of dainty net dresses, with faille lace trimmings; some Vennise flouncings. Beautiful little summer gowns or informal dancing frocks; made with long or short sleeves. Some are quite plain while others are elaborately finished. We are specializing this Spring on net dresses and have assembled enormous varieties for your choosing—A wide range of prices beginning at \$25.00 and going up to \$97.50.

Street Dresses

Never have we offered more styles suited for street wear or informal occasions. Many are made with the new high waist line and transparent sleeves of net. Dresses of striped and checked silks and marquisettes; crepe de chine, chiffon, lace and taffeta. Every color that is new—dresses with the new flaring skirt; they represent the utmost in style and value at \$10, \$15, \$25 and up.

All That's New in Suits Awaits You at the "Popular"

Surely no woman can afford to make selection anywhere without first looking at the infinite number of styles at the "Popular." Suits that bear the style endorsement of Paris and New York. Extremely smart models in tailored and sport effects, with touches of individual style that appeal to the woman of discrimination. There are handsome novelty mixtures, chic boulevard checks, fine poplins, rich crepes, pretty gabardines, attractive failles; in smart Elton, Tommy Atkins, short natty coats, trig swinging skirts. White wool suits, too—very stylish, as well as cool imported pongee suits, such as every woman likes for Spring and Summer. Especially featuring new suits at \$15.00, \$25.00, \$29.50 and up.

See the New Three-Piece Suits & Dresses

You will find in them that distinctiveness for which the "Popular" is known among fashionable folk. Three piece suits in Belgium blue, silver grey and Copenhagen; skirt two tier knife blade pleats of fine Gros de Londres taffeta. Also beautiful two piece silk suits including the shades of battleship grey, black and navy—checks of the finer quality for the woman of good taste. All arrivals of the past few days and featured next week at \$25, \$29.50, \$34.50, \$49.50, \$54.50 UP.

Chic Blouses

Few stores anywhere show more extensive assortments of Blouses than the "Popular." Several hundred new ones will be ready for your approval Monday morning. Georgette Crepes, Laces, Crepe de Chines, Messalines, in flesh, white, cream, sand, black and white, and blue and white; with convertible collar and set-in sleeves—some hand embroidered; for Monday and throughout the week we shall feature Blouses at \$4.95, \$6.50, \$8.50, \$10 and up.

Spring Coats

The correctly attired woman will not overlook so important a thing as a new Spring Coat. Our showing includes dozens of the best styles for every purpose. Models which strike the final note in smartness; handsome silk coats, covert cloth—some in Norfolk style. Many are particularly desirable for auto wear and equally suitable for street—Emphasizing especially for next week those priced at \$4.95—\$8.50—\$15.00 and up.

Still Time Enough to Buy Silks For Easter Apparel

With the crowning dress event of the spring season but two weeks off it is certainly wise to buy silks now—There is still time for the making up of the garments. The "Popular" has carefully selected the world's choicest weaves and brought them to El Paso for discriminating women. In our Fashion Library you will find the latest issues of all the best style magazines—these will be a help in the planning of your new spring wearables.

Below we quote a few special prices on the season's most wanted silks.

36-INCH GROS DE LONDRES TAF- FETA—All shades, special, yard	\$1.49	40-INCH SILK AND WOOL POPLIN —Of extra good quality, yard	98c
36-INCH CHIFFON TAFFETA—In both street and evening shades, yard	95c	40-INCH CREPE FAILE—Very much in demand; the \$3.00 grade for	\$2.29
36-INCH GRAS DE LANDES—All fine quality, special	\$1.39	45-INCH SILK AND WOOL POPLIN —Extra heavy, street shades	\$2.29
36-INCH EMBROIDERED AND WARP-PRINT CHIFFON TAFFETA	\$1.50 TO \$2.50	PRINTED KITTY KAT AND PUSSY WILLOW TAFFETAS—In newest shades	\$1.50 TO \$3.50
40-INCH PUSSY WILLOW TAF- FETA—In all wanted shades, extra special	\$1.98	SUN PROOF FOULARDS—In great assortments; prices range from 50c TO	\$2.00

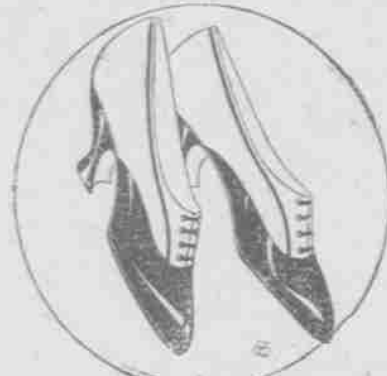
Special One-Week Offer

The April number of Pictorial Review is now on sale and contains the newest and smartest styles for Spring. By special permission from the Pictorial Review Company we offer for one week only, PICTORIAL REVIEW—the April, May, June and July numbers—containing all the Spring and Summer fashion information—

Four 15c Magazines for 25c

Subscribe at the Pattern Counter and get your copy the tenth of each month.

Easter Footwear in Last-Minute Styles



Electrical Window Display
again tonight and Sunday night at the
"Popular". Be sure to see it.

The "Popular" Shoe Department always strives to bring out the newest styles FIRST. A visit here will convince you how well we have succeeded in doing this. Certainly no newer styles are being shown in any of the eastern cities than are to be found right here at the "Popular." See the new Military Lace Oxfords for women in both patent leather and gunmetal with grey or fawn anode tops. They are the last word in style—priced, pair..... \$5.00

In Our Juvenile Dept.

We show all the new things in Dress Footwear for Younger Folks. Your special attention is directed to the New Tappery and Tingo Boots, and in low shoes the Chin Chin, Fox Trot, Baby Doll, Mary Jane and other styles. Newest footwear for infants, growing girls and misses.

Pre-Easter Disposal of Pattern Hats

Values Extraordinary at \$20

All New and Exclusive Models From

Gage Mason-Maurice Vanity
Fisk Vogue Mason-Bernard

Hats that portray the newest ideas in Millinery. Transparent effects in maline and chiffon and elaborately trimmed with lace, flowers and ribbon. Shirred lace brims are particularly popular. All of our beautiful Pattern Hats shown during our style exhibit are to be disposed of at the most attractive kind of prices, and especially attractive are those offered at..... \$20

A Feature Display of New Hats Priced at \$10.00

The careful placing of a flower, the deft knotting of a ribbon, the clever combination of color, is what lifts these "Popular" Hats to a plane above the usual \$10.00 kind. For your inspection we offer a very large collection of these clever Spring Hats. Fine Milan hemp shapes, in newest blocks and colorings; handsomely trimmed. Only..... \$10.00



Millinery for Little Folks

Prettier This Year Than Ever

Very few stores in the country give the marked attention to the outfitting of children as the "Popular." We are just as particular in the selecting of merchandise for the children as we are for the grown-ups. In fact, we specialize in children's wearables and any mother who comes here will find wide varieties and newest styles. In Hats, there are dainty trimmed and tailored effects—new straws and lingerie hats; the colorings are beautiful—prices range from \$1.00 to \$10.00.

Easter Frocks and Confirmation Dresses

A world of new dainty White Dresses of Nets, Crepe de Chine, French Lingerie Cloth and beautiful Organdies. Nothing could be more desirable for the young miss. Also dresses in delicate light shades, blue, pink and other colors, priced..... \$2.50 TO \$25.00

Linens and White Goods

The tendency is towards sheer weaves, such as Lace Voiles, Seel Voiles, Shadow Checks and Stripes. Organdies are much in favor and Crepes are unusually good. We are showing some very exquisite white all-over effects on the above-named cloths and they all come in 26- to 45-inch widths. Ask to see these new and beautiful materials. The following prices deserve special mention—\$1.00, \$1.50, \$1.75 and up to \$3.75 a yard. —A very attractive showing of heavy weave Linens, Fiques, Gaberdines and Ratines; assorted grades and prices very attractive.

Parasols

Every woman will want one—especially on Easter morning. They are made to match the costume fashions of today. A magnificent showing which includes

CHIN CHIN—Fifteen-ribbed model with embroidered birds in flight—Japanese effect.

New Gloves

Women who are particular about the gloves they wear will find choosing here especially good. Two of the greatest makes anywhere—Kaysers and Fowens Silk Gloves—in plain and novelty effects, in black, white and the new colors, and made with double finger tips; two-clasp, 16- and 20-button lengths—50c to \$3 a pair

Basement Offerings

Of Very Unusual Interest

SHEPHERD CHECKED SUITINGS—44 inches wide; in black and white only; just the proper weight for Spring and Summer wear. Basement special, yard..... 45c
RENFREW ZEPHER MADRAS—33 inches wide; a variety of checked and striped patterns as well as plain white..... 15c
COTTON HUCK TOWELS—Size 18x36 inches; red border. Towels of splendid weight, each 7c (Limit 1 doz. to customer and no phone orders)

Boys and girls are invited to borrow and read books from our Free Circulating Library—Second Floor—Boys' Department.

The Popular
DRY GOODS CO., INC.

Embroideries-New

Especially in demand this Spring on account of the general trend of garment styles. Light weight effects, such as nets, chantillies and shadow, in white, cream and black; all widths—some full skirt lengths. Allover in ecru, cream and black and white.

THERE ARE FULL SKIRT WIDTHS—45 inches—Net top in Oriental flouncings; very fine washable mesh..... \$2.25
DOUBLE WIDTH SILK SHADOW ALLOVERS—New designs —A variety of meshes—Special at..... \$1.50

Notice to Our Patrons Concerning Our Future Advertising

The Popular Dry Goods Company will, in the future, carry regular daily advertisements in the El Paso Herald ONLY.

Any variation, at any time, from this policy will be announced that our patrons may know of it. We ask that you read these daily announcements carefully—they will contain interesting news and some special surprises.

Smart Neckwear

Smart Neckwear—the most important part of the gown—more dainty, more frilly than ever! Fine lace Vests with high back, pleated collars, sheerest organdie collars and sets.

CLEVER LITTLE ROLL COLLARS, vests and sets of organdie and lace—25c, 50c and up.

We are exclusive selling agents in El Paso for such

Underwear

as MERODE (hand finished) and ATHENA underwear for women and children. Our new Spring Stocks are now complete and we invite women to see these new garments. A showing unparalleled in El Paso. Sizes for all women.